

IN THE SPECIFICATION

Amend the paragraph beginning on page 28 at line 8 as follows:

The cathode terminal 516 of the first hydrogen generator 580 is connected via the conductor 545 and the electrical contact 546 to the anode 560 of a first fuel cell 530, here specifically designated by numeral 592. The cathode 552 of the first fuel cell 592 is connected via the electrical contact 568 of the first fuel cell 592 and the conductor 593 to the electrical contact 546 of a second fuel cell 530, here specifically designated by numeral 594 to the anode 560 of the second fuel cell 594. The cathode 552 of the second fuel cell 594 is connected via the electrical contact 568 of the second fuel cell 594 and conductor 595 to the electrical contact 546 of a third fuel cell 530, here specifically designated by numeral 596 to the anode 560 of the third fuel cell 596. The cathode 552 of the third fuel cell 596 is connected via the electrical contact 568 of the third fuel cell 596 and conductor ~~597~~ 596 to the electrical contact 546 of a fourth fuel cell 530, here specifically designated by numeral 598 to the anode 560 of the fourth fuel cell 598. The cathode 552 of the fourth fuel cell 598 is connected via a conductor 600 to another terminal of the load.

Amend the paragraph beginning on page 30 at line 25 as follows:

An electrical conductor 634 connects a first electrode ~~635~~ 636 of the hydrogen generator assembly 606 to the corresponding electrode of the fuel cell assembly 608 and a second electrical conductor 638 connects the second electrode of the hydrogen generator assembly 606 to the LCD display 622 in a similar configuration to the configuration shown in Fig. 16. Fig. 18A also shows that the hydrogen generator members of the hydrogen generator assembly are interconnected by the electrical connection assembly 640.

Amend the paragraph beginning on page 33 at line 16 as follows:

The electronic shelf label 820 preferably includes at least one direct methanol fuel cell 700 of Fig. 19A. Fig. 20A shows that the direct methanol fuel cell 700 comprises a cathode 702, a membrane 704 comprising a palladium-containing layer

706, an anode 708 and a liquid methanol solution 829 disposed in a liquid methanol container 830. The direct methanol fuel cell 700 provides electrical power to the LCD display 822 and preferably other elements of the electronic shelf label. The fuel cell 700 preferably fills most of the volume of the housing 824, which is not taken up by the remaining elements of the electronic shelf label. Electrical conductors 831~~830~~ connect the electrodes of the methanol fuel cell 700 to the LCD display support frame 823..

Amend the paragraph beginning on page 34 at line 12 as follows:

The electronic shelf label 920 preferably includes at least one direct methanol fuel cell 710 of Fig. 19B. Fig. 20B shows a direct methanol fuel cell 710 comprising a cathode 712, a membrane 714 comprising a palladium-containing layer 716, an additional membrane 718, an anode 720 and liquid methanol solution 929 disposed in a liquid methanol container 930. The direct methanol fuel cell 710 provides electrical power to the LCD display 922 and preferably other elements of the electronic shelf label. The methanol fuel cell 710 preferably fills most of the volume of the housing 924, which is not taken up by the remaining elements of the electronic shelf label. Electrical conductors 931~~930~~ connect the electrodes of the direct hydrogen fuel cell to the LCD support frame 923~~frame 923~~..